



# California Census Office

## Partner Toolkit

February 2020



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## I. Overview/About Us

Welcome to California's 2020 Census media and external affairs toolkit.

This toolkit is designed to help partners effectively communicate about the 2020 Census. This toolkit is designed with both basic and detailed information about the 2020 Census and California's hard-to-count communities.

California has invested an unprecedented \$187.2 million investment to ensure a full count of all people living in our state in the 2020 Census, which will determine billions of dollars for federal funding and representation in Congress. This historic commitment, executed through a statewide outreach and communications campaign, will represent one of the state's greatest civic engagement efforts ever.

In order to achieve a complete and accurate count of all Californians, the Census Office is aiming to educate, motivate, and activate all Californians.

In this toolkit, you will find:

- General information about the Census
- Information about California's hard-to-count communities
- Data about the Census
- Statewide Outreach and Rapid Deployment (SwORD) Frequently Asked Questions
- Census key talking points
- Frequently Asked Questions about the Census
- Traditional Media Best Practices
- Social Media Best Practices
- Guidelines for the Partner Portal

This toolkit is designed to empower partners and communities to engage the media in a consistent, impactful way.

**For questions regarding the content of this toolkit, please reach out to [communications@census.ca.gov](mailto:communications@census.ca.gov).**



## **CAMPAIGN MISSION**

To ensure a complete and accurate count of all Californians in the 2020 Census.

## **UNITED STATES CENSUS BACKGROUND**

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will begin Spring 2020 and will rely on online responses as the main form of participation.

The primary challenge facing the U.S. Census Bureau is an undercount of certain population groups. That challenge is amplified in California, where more residents are considered traditionally hard-to-count. Specific populations include foreign-born residents, renters, individuals living in homes without a broadband subscription, people living close to or below the poverty line, and children younger than five years old.

A complete and accurate count of California's population, in which every person is counted once and in the right place, is essential. Census data determines the number of seats each state has in the U.S. House of Representatives and the distribution of billions of dollars in federal funds to state and local governments. It also informs how the state allocates funding for local government, how State Assembly and Senate districts are drawn and where hospitals, businesses, schools, and other community resources are built.

## **CALIFORNIA COMPLETE COUNT – CENSUS 2020**

Due to the importance of the Census, California has launched a statewide effort to ensure an accurate and complete count of all Californians in the 2020 Census. The Census Office is coordinating the State's outreach and communication campaign, which focuses on the hardest-to-count populations.

Collaborating with local governments, tribal governments, community-based organizations and the media, the State is funding outreach that will complement work being done nationally by the U.S. Census Bureau.



## II. Census Key Information

### What is the Census?



Every 10 years, the U.S. Census Bureau counts every person in the U.S. as mandated in the Constitution. The next enumeration will begin mid-March and will be the first to rely heavily on online responses.



Every Californian counts. The Census counts every person living in the U.S. once, only once, and in the right place.



This data is used to distribute billions of dollars in federal funds to state and local governments.



It's about fair representation: every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's a civic duty: completing the Census is mandatory and it's a way to participate in our democracy and say: "My story counts!"



It's about redistricting: after each decade's Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.



Your data is confidential: federal law protects your Census responses. Your answers can only be used to produce statistics.

### How is the Census data used?



To allocate funding for communities.



To ensure public safety and plan new schools and hospitals.



People use Census data to decide where to open businesses and offices, which create jobs.



By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.



### III. Communications Goals

This section sets out guiding principles of Census communication – the why and the how.

#### **Why communicate about the Census?**

A complete and accurate count of California's population is essential. California has launched a campaign on the 2020 Census to ensure that the hardest-to-count communities fill out the questionnaire. All Californians benefit from the data used as a result of the 2020 Census.

#### **How to communicate about the Census?**

Communicate in a way that educates, motivates and activates the hardest-to-count Californians in a very diverse state. Each person, community, and neighborhood have different motivations, fears, and awareness levels of the Census.

Remember to ensure communications are:

- Factual and derived from data
- Culturally congruent, meaning that it is delivered to people by messengers they respect and trust in a way that is tailored to their culture
- Have the ability to reach the relatable target audience

Visit the Key Talking Points section of this toolkit to learn how to begin conversations about the 2020 Census!

**Please refer to Appendix B included at the end of this document.**



## IV. Outreach Goals

Many Californians live in areas that may be hard-to-count (HTC) based on demographic, socioeconomic and housing characteristics.

### **How many hard-to-count Californians are there?**

- The term “hard-to-count” is defined differently by different organizations and groups.
- California’s outreach and communications strategy is based on an HTC-Index that was created to help identify areas that likely will be hard to count in 2020.
- The process of identifying and determining whether households may be hard-to-count is described below

### **Who is hard-to-count?**

California has the largest hard-to-count population in the country. Depending on where a person lives in California, the factors which make communities hard-to-count can be different. Examples include:

#### **1. Rural California**

Heavily populated rural areas represent almost 90 percent of California and there are areas in all 10 regions that can be classified as rural. These areas are considered hard-to-count because:

- There are households without broadband subscriptions. About 90 percent of this hard-to-count population lives in tracts where occupied housing units’ lack of a broadband subscription is among the top HTC reasons.
- Other leading reasons: Vacant housing units; Unemployment; Households receiving public assistance; and people who recently moved.

#### **2. San Joaquin Valley**

The San Joaquin Valley extends from Stockton to Bakersfield. The leading hard-to-count characteristics in this area are:

- Unemployment and people living close-to-or-below the poverty line
- Non-high school graduates and households without broadband subscriptions



### 3. San Francisco Bay Area

The San Francisco Bay Area covers Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara and Solano. The leading hard-to-count characteristics in this part of California are:

- Multi-unit structures: About one-half of this hard-to-count population lives in tracts where the percentage of housing units in multi-unit structures is among the top-HTC reasons.
- Other leading reasons: Percentage of population that is foreign-born; recent movers; non-family households; and crowded units.

### 4. Los Angeles County

Home to the largest hard to-count population in the country. The leading hard-to-count characteristics in this part of California are:

- Crowded units: Approximately one-half of this hard-to-count population lives in tracts where crowded housing units is among the top-HTC reasons
- Other leading reasons: Multi-unit structures; non-high school graduates; renter-occupied units; and percentage of foreign-born.

**Based on previous Census efforts, the following populations are also hard-to-count:**

- Latinos
- African-Americans
- Native Americans and Tribal Communities
- Asian-Americans & Pacific Islanders (API)
- Middle-Eastern North Africans (MENA)
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)
- Seniors/Older Adults
- Homeless Individuals and Families
- Children Ages 0-5
- Veterans
- Areas with low broadband subscription rates and limited or no access
- Households with limited English proficiency



## V. Using Data to Reach HTC Communities

The Census Office has created an interactive map that shows California Census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count.

| <b>Difference between CA HTC Index and Demographic Populations</b>   |   |
|--|---|
| <b>California's HTC Index</b>  | <b>California's Demographic Populations</b>   |
| <ul style="list-style-type: none"> <li>• 14 variables</li> <li>• Combination of demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate</li> <li>• Our funding strategy and SwORD are based off the Index</li> <li>• Based on U.S. Census Bureau model</li> <li>• The data sources: CPUC, American Community Survey 5-year estimates</li> </ul>            | <ul style="list-style-type: none"> <li>• 15 demographic and socioeconomic groups</li> <li>• Only used for: Statewide CBO awards and Outreach and Public Relations contract</li> </ul> |
| <b>Key Takeaways</b>   |   |
| <ul style="list-style-type: none"> <li>• There is a distinction between the CA-HTC Index and the demographic groups</li> <li>• Some items from CA-HTC Index and demographic list overlap</li> <li>• There is an estimated 11 million Californians that live in the hardest to count areas in the state.</li> <li>• Whenever citing the figure above, ensure to use the term hardest to count.</li> </ul> |   |



**Below are descriptions of the 14 variables that comprise the CA-HTC Index:**

- **Percent of households without broadband subscriptions**
  - Reason: More than 10 million California households will be asked to complete the Census online. Some outreach efforts will be online as well. A household without a broadband subscription is less likely to know about the Census and more likely to fail to self-respond.
- **Percent of households that are non-family**
  - Reason: Nonfamily households generally involve multiple roommates. The household member completing the Census form might forget to include some of these people. In addition, the lack of head of household could also lead to no one taking responsibility for enumerating all the residents at their address.
- **Percent of occupied housing units that are renter-occupied**
  - Reason: The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the Census-taking process.
- **Percent of total housing units that are vacant**
  - Reason: Vacant housing units change status quickly. Housing units considered vacant by Census takers in reality could be occupied April 1, 2020.
- **Percent crowded (the percent of occupied housing units with more than 1.5 persons per room)**
  - Reason: As with nonfamily households, occupants in crowded households are more likely to be left off Census forms. Also, the person completing the form may omit occupants if the household exceeds landlord or government limits.
- **Percent of population that is foreign-born**
  - Reason: People who are born in other countries are less likely to be familiar with the Census. Some also are not citizens and may fear the consequences of revealing their presence to the government.
- **Percent of adults (25 or older) who are not high-school graduates**
  - Reason: Non-high school graduates are more likely to be working multiple low-wage jobs that leave little spare time for completing Census forms and less likely to be civically engaged.
- **Percent of population with income below 150 percent of poverty level**
  - Reason: Multiple issues increase the odds of an undercount among low-income Californians. They tend to be renters. Administrative records to supplement the Census, such as tax returns, may be



incomplete for this group. They also are less likely to have internet access.

- **Percent of households receiving public assistance income**
  - Reason: People may be reluctant to share their true household size because the information may contradict government assistance records.
- **Percent of persons (ages 16 or older) unemployed**
  - Reason: Unemployment can lead to difficulty securing housing, making participating in the Census more challenging.
- **Percent limited-English households (the percent of households in which no person age 14 years or older speaks English very well)**
  - Reason: People who don't speak English well could have trouble understanding Census materials, including the rationale for the Census.
- **Percent of persons who moved from outside county in past year**
  - Reason: Recent arrivals may have little connection to local civic affairs. Proxy information and administrative records about this population will be more difficult to come by.
- **Percent of population under 5**
  - Reason: More children under the age of 5 are living in complex family situations, such as shared parental custody or with a grandparent, increasing the chances they will be left off the Census form. Some new parents mistakenly believe the Census incorporates birth records.
- **Percent of total housing units with 3 or more units in a multi-unit structure**
  - Reason: There could be a fence or gate around these types of housing units, hampering Census workers' non-response follow-up. Individual units may not have addresses, skewing non-response data.



**CA-HTC Index Data Explanation:**

| HTC Style Guide  |   |  |
|--|---|--|
| <p>Hard-to-count</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> reference: (HTC)</li> <li>• When an adjective, use the hyphen</li> <li>• When a noun, do not use hyphen</li> <li>• Always lowercase unless part of a title</li> </ul> | <p>Hardest-to-count</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> reference: (HTC)</li> <li>• When an adjective, use the hyphen</li> <li>• When a noun, do not use hyphen</li> <li>• Always lowercase unless part of a title</li> </ul> | <p>CA Hard-to-Count Index</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> reference: (CA-HTC)</li> <li>• Lands before Index when spelled out.</li> <li>• Keep capitalized</li> </ul> |

- To calculate CA-HTC indexes for California's 8,057 Census tracts, each of the 14 variables was sorted from high to low percentage
- Each variable was recoded 0-11: The highest values were recoded as 11, and the lowest were recoded as 0. The sum of the 14 values represents a tract's CA-HTC Index.
- The allocation of state Census outreach money reflects an area's respective share of the total population in Census tracts with the highest CA-HTC indexes. Some counties' allotments reflect population-based minimums.
- The Census Office has created an interactive map to view California Census tracts and block groups. Find it here: <https://Census.ca.gov/HTC-map/>



# Appendices

## A – M



## APPENDIX A: PARTNER PORTAL

This section outlines general information and instructions about the Partner Portal, including how to access and register for an account.

### California Census Partner Portal

The goal of the California Census Partner Portal is for partners to have the ability to share and access information and materials with each other and work together towards a complete count in California 2020.

### Who has access to the Partner Portal?

All contracted partners or partners within a contracted organization will be given access to the Partner Portal.

### How do I request a Partner Portal login and password?

To request a Partner Portal login and password, please follow the steps below.

1. Access [portal.californiacensus.org](http://portal.californiacensus.org) and click the 'Register' button as shown below.

A screenshot of the registration form for the California Census Partner Portal. The form is set against a dark blue background. At the top center is the "CENSUS CALIFORNIA ALL 2020" logo. Below the logo are two input fields: "Username or E-mail" and "Password". Under the "Password" field is a checkbox labeled "Keep me signed in". At the bottom of the form are two buttons: "LOGIN" and "REGISTER". The "REGISTER" button is highlighted with a green rectangular border. Below the buttons is a link that says "Forgot your password?".



2. The “Become a Partner with Us” page will display. Enter the required information into the provided text boxes and click the ‘Register’ button.

A screenshot of a web registration form titled "Become A Partner With Us". The form is set against a white background with a blue border. At the top center is the "California Census 2020 ALL" logo. Below the logo, the title "Become A Partner With Us" is displayed in bold black text. A paragraph of text explains that the portal is for state partners and that information will be reviewed for approval. The form contains several input fields: "First Name" and "Last Name" (text boxes), "Organization" (text box), "Region" (dropdown menu with "- Select Region -"), "E-mail Address" (text box), "Contact Phone Number" (text box with a pre-filled "(555) 555-5555"), "City" (text box), and "Zipcode" (text box). A blue "REGISTER" button is located at the bottom center of the form.

3. The Census Office will verify your submitted information and approve or deny your request.
4. Once your information has been reviewed, you will receive an email notification letting you know if you were approved or denied access. If approved, you will receive login credentials within the email.

### **What are the criteria for me to obtain a Partner Portal login and password?**

In order to receive Partner Portal login information, you must be a contracted partner or within the organization of the contracted partner.

### **What can I do on the Partner Portal?**

The Partner Portal offers partners the ability to view campaign updates, download collateral, submit their ideas and upload materials.

### **Receive Campaign Updates**

- Receive and view updates on upcoming and past events



## Download Collateral

- Collateral materials and templates developed by the statewide campaign team can be downloaded and distributed as needed. Many materials are editable and can be customized to better meet individual partner needs

## Submit Your Ideas

- If there are collateral materials or templates that would be particularly helpful to your organization's efforts, please submit your ideas using this feature.
- We cannot guarantee requested materials will be produced, but we will take all presented ideas into consideration.

## Upload Your Materials

- If there are materials your campaign would like to share with the larger partner network, this feature allows you to upload them to this portal. These materials will be vetted by the state's campaign team.

## How do I change my password?

Log into the Partner Portal and click "Profile" in the upper right-hand corner.

The next screen will display the user's name, with "Account" and "Change Password" text boxes below. The "Change Password" has a gear shift next to it. Click on the gear shift and the next screen will prompt the user to enter their current password and their new password. The user will then click the "Update Password" button and their password should be changed.

## Once I register for access to the Partner Portal, how does the approval process work?

The approval process is completed as shown below:

1. The user submits a request for access to the Partner Portal
2. The Partner Portal request list is reviewed every Monday and sent for approval within 24 hours.



3. If approved, the user that requested access will receive their login credentials within 24-48 hours.
4. If denied, the user that requested access will receive an email notification letting them know that they were not granted access.

**When should I expect to have access to the Partner Portal once I register?**

If approved, you should receive your login credentials within 24-48 hours.

**If you have any questions regarding the California Census Partner Portal, please email [communications@census.ca.gov](mailto:communications@census.ca.gov)**



## APPENDIX B: KEY TALKING POINTS

This section outlines key talking point for the Census designed for use in public engagements regarding the Census, op-eds, at events or in press releases.

### TOPLINE MESSAGES

- Every ten years, the US constitution requires a count of all persons in the US, known as a Census. The next Census begins mid-March.
- The Census is a questionnaire. Think of it like a survey. It only asks nine questions.
- There are three ways to participate in the 2020 Census: online, by phone, or by mail. However, only a limited number of addresses will receive a paper form initially.
- It is important that everyone completes their 2020 Census form starting mid-March.
- Census workers will follow-up in person with households who haven't submitted their Census forms to the U.S. Census Bureau starting May 2020.
- California has the hardest-to-count population in the country, which is why the state is investing a record amount of resources in the 2020 Census.
- Every Californian has the opportunity to participate in the 2020 Census, regardless of background. Every Californian has a voice to shape the future of our state.
- The Census is about power and money – federal and financial representation.
- The Census determines billions of the federal funding that California receives every year.
- California's hospitals, roads, schools, and so much more depend on an accurate count.
- Everyone living in the United States is required by law to be counted in the 2020 Census.



- The Census is safe and confidential. Your Census answers are private and secure. Information collected during the 2020 Census by law cannot be used against you in any way or shared with anyone – even other government agencies.
- When you participate in the Census, you are giving a voice to your community.



## APPENDIX C: 2020 CENSUS FAQs

This section is designed to answer all key questions in a way that educates communities about the Census and motivates them to participate. This document can be further adapted for local purposes.

### 2020 Census Frequently Asked Questions

#### **What is California doing to work towards a complete and accurate count in the 2020 Census?**

California is committed to a complete and accurate count, inclusive of our immigrant populations. California has invested more resources than any other state to ensure our outreach and education efforts are robust and effective. California is committed to working with partners to monitor the federal effort, dispel fear and misinformation, and ensure Californians understand their protections under Title 13.

#### **Why is it important for everyone to be counted in the Census?**

The United States counts all persons in the country once a decade in a Census in order to:

- Fairly allocate federal resources across the country
- To apportion political representation in the U.S. House of Representatives

For example:

- Some federal funds, grants, and support to states, counties and communities are based on population.
- It is critical for everyone to be counted, regardless of immigration status.
- Businesses use Census data to decide where to build factories, offices and stores, and this creates jobs.
- Developers use Census data to build new homes and revitalize neighborhoods.
- Local governments use Census data for public safety and emergency preparedness.
- When you respond to the Census, you help your community get its fair share of federal funds.



## How do you get counted?

- Starting mid-March 2020, each household will receive a postcard in the mail informing them of the options for filling out the Census questionnaire. That includes online, by phone, or with a paper form.
- However, only a limited number of addresses will receive a paper form initially.
- Households that do not fill out the questionnaire during the self-response period will be contacted by the U.S. Census Bureau during Non-Response Follow-Up.
  - **March 12-20:** Households will receive an invitation to respond online to the 2020 Census. A limited number of addresses will initially receive paper questionnaires.
  - **March 16-24:** A reminder letter will be sent.
  - If you still have not responded:
    - **March 26-April 3:** A reminder postcard will be sent to households that have not responded.
    - **April 8-16:** A reminder letter and paper questionnaire will be sent.
    - **April 20-27:** A final reminder postcard before the U.S. Census Bureau follows up in person.
  - U.S. Census Bureau enumerators may contact households that submit partially filled-out questionnaires in an effort to obtain complete answers.

## What should Californians be aware of when filling out the Census?

- It is critical to be cautious of any requests that seem suspicious.
- The U.S. Census Bureau will never ask for the following:
  - Payment to fill out the questionnaire
  - Social Security number
  - Financial information, such as bank account or credit card numbers
- U.S. Census Bureau field staff will always show a valid Census Bureau ID. You can confirm that they are a U.S. Census Bureau employee by entering their name into the [Census Bureau Staff Search](#) or by contacting the California Regional Office.
- It is a federal crime to impersonate a federal official, and anyone who violates this law is subject to imprisonment.

## Is private information protected?

- The United States Census Bureau (USCB) is required by law to protect any personal information it collects and keep it confidential.



- The U.S. Census Bureau is bound by Title 13 of the United States Code. These laws not only provide the Bureau with authority for its work, but also stipulate strong protections for the information the Census collects from individuals and businesses.
- The U.S. Census Bureau uses responses to produce statistics.
- Private information may not be published when it is collected. After 72 years, it may be published for historical purposes by the National Archives. It is against the law to disclose or publish any private information that identifies an individual or business, such as names, addresses (including GPS coordinates), Social Security numbers, and telephone numbers.
- Answers cannot be used for law enforcement purposes or to determine personal eligibility for government benefits.
- Personal information cannot be used against respondents for the purposes of immigration enforcement.
- U.S. Census Bureau employees are sworn to protect confidentiality. Every person with access to data is sworn for life to protect personal information and understands that the penalties for violating this law are applicable for a lifetime.
- Violating confidentiality or sharing the information other than for statistical purposes is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

### **Will the 2020 Census include a question about citizenship?**

- The 2020 Census questionnaire will NOT include a question about an individual's citizenship status. Everyone, regardless of their immigration status, has certain basic rights. For those who have concerns about opening your doors, there are other ways you can participate. You can participate from the comfort of your home online and over the phone, or at community run assistance center. Please complete your Census questionnaire. An incomplete questionnaire may increase your chances of nonresponse follow-up by the U.S. Census Bureau. Households will receive an invitation to respond online to the 2020 Census beginning March 12, 2020. Your participation is vital, and your information is protected.

### **What is the California Census Office going to encourage participation?**

- California's Census Office is supporting a robust, coordinated outreach and communication effort focused on reaching the hard-to-count (HTC) population.



- The Census Office is collaborating with counties, local governments, tribal governments, regional and statewide community-based organizations, education, and other sectors to ensure the hardest-to-count Californians are reached.
- Communication efforts will aim to help Californians understand that their information will remain private and dispel misinformation.

### **Who must respond to the Census?**

- Everyone must respond to the Census. Regardless of immigration or citizenship status, all Californians have certain basic rights, and the U.S. Constitution mandates a complete count of all persons residing in the United States. It is crucial that all Californians are counted to ensure a fair distribution of resources.

### **Who do you include on the Census form?**

- When filling out the Census for your household, you should count everyone who is living in your home on April 1, 2020. Everyone is counted at the location they are either living at or spend most of their time on April 1, 2020.

It is important to remember to count any children who are living with you. This includes:

- All children who live in your home, including foster children, grandchildren, nieces and nephews, and the children of friends (even if they are living with you temporarily).
- Children who split their time between homes, if they are living with you on April 1, 2020.
- Newborn babies, even those who are born on April 1, 2020, or who are still in the hospital on this date.

### **What questions will be asked on the Census form?**

The 2020 Census will ask:

- **How many people are living at your home on April 1, 2020:** This will help the U.S. Census Bureau count the entire U.S. population and ensure that people are counted according to where they live on Census Day. The U.S. Census Bureau will ask the name of each person in the household.
- **Whether the home is owned or rented:** This will help the U.S. Census Bureau produce statistics about homeownership and renting. The rates of homeownership serve as one indicator of the nation's economy and help in administering housing programs and informing planning decisions.



- **About the sex of each person in your home:** This allows the U.S. Census Bureau to create statistics, which can be used in planning and funding government programs. This information can also be used to enforce laws, regulations, and policies against discrimination.
- **About the age of each person in your home:** The U.S. Census Bureau creates statistics to better understand the size and characteristics of different age groups. This information helps to plan and fund government programs that support specific age groups, including children, youth and older adults.
- **About the race of each person in your home:** This allows the U.S. Census Bureau to create statistics about race and racial groups. This data helps federal agencies monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.
- **About whether a person in your home is of Hispanic, Latino, or Spanish origin:** These responses help create statistics about this ethnic group. This is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.
- **About the relationship of each person in your home:** This allows the Census Bureau to create estimates about families, households, and other groups. Relationship data is used in planning and funding government programs that support families, including people raising children alone.
- **NOTE:** The citizenship question is NOT included on the Census form.

**How do you complete the Census questionnaire?** Every person in the country is required to fill out the 2020 Census form. Luckily, there are three ways to respond.

**Online:**

- For the first time, the Census form will be available to complete online in 13 languages.

**By Phone:**

- The Census can be completed by phone in 13 languages including Telecommunication Device for the Deaf.

**By Mail:**

- Paper forms will initially be sent to a limited number of households, such as those with limited broadband. Californians who have not responded online or by phone during the self-response period will also receive a



paper form. These forms will be available in English and Spanish and can be mailed back to the U.S. Census Bureau

Video and printed guides will also be available in 59 non-English languages, and there will be a video in American Sign Language, plus a printed guide in braille.

Whichever you use, just make sure you fill out the form!

### **How do you identify a U.S. Census Bureau worker?**

U.S. Census Bureau field staff will always show a valid Census Bureau ID, which includes their photograph, a U.S. Department of Commerce watermark, and an expiration date. The U.S. Census Bureau will never ask for the following:

- Payment to fill out the questionnaire
- Social Security number
- Financial information, such as bank account or credit card numbers

You can confirm they are a U.S. Census Bureau employee by contacting the California Regional Office at 213-314-6500 or toll-free at 800-923-8282. In addition, you can search the Census Bureau Staff Directory to find the contact information for employees to verify their identity – <https://www.census.gov/cgi-bin/main/email.cgi>

It is a federal crime to impersonate a federal official, and anyone who violates this law is subject to imprisonment.

### **How do you avoid Census-related frauds and scams?**

#### **Avoiding Scams Online**

Phishing is a criminal act in which someone tries to get your information by pretending to be an entity you trust. Phishing emails often direct you to a website that looks real but is fake and may be infected with malware.

Please note that the Census Bureau will never send unsolicited emails to request your participation in the 2020 Census. Further, the Census Bureau will **never** ask for the following information during the 2020 Census:

- Your Social Security Number
- Financial information, such as your bank account or credit card numbers
- Money or donations



Additionally, the Census Bureau will not contact you on behalf of a political party.

### **Reporting Suspected Fraud**

If you suspect fraud, call the U.S. Census Bureau California Regional Office at 213-314-6500 or toll-free at [800-923-8282](tel:800-923-8282) to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.

### **When do you fill out the Census form?**

There will be an extra emphasis between January and April to encourage Californians to participate in the 2020 Census. In particular, the self-response period is from mid-March to the end of April. During this time period, you will see an increased presence with regard to filling out your Census form.

- **March 12-20:** Households will receive an invitation to respond online to the 2020 Census. A limited number of addresses will initially receive paper questionnaires.
- **March 16-24:** A reminder letter will be sent.
- If you still have not responded:
  - **March 26-April 3:** A reminder postcard will be sent to households that have not responded.
  - **April 8-16:** A reminder letter and paper questionnaire will be sent.
  - **April 20-27:** A final reminder postcard before the U.S. Census Bureau follows up in person.



## APPENDIX D: SOCIAL MEDIA BEST PRACTICES

This section outlines best practices for posting Census-related content to your organization's social media channels. It also offers partners community management tips and provides sample posts to illustrate those best practices.

Social media has the power to expand the California Census campaign's reach to untapped audiences, encourage participation in the Census and campaign activities, and create a sense of community. That is why it is important for partners to approach social media strategically – with an eye toward meeting the campaign's ultimate goal of achieving a complete and accurate count.

### CRAFTING EFFECTIVE SOCIAL MEDIA CONTENT

Through social media, we all can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. This guide provides partners, organizations and the public with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

**Here are a few things to remember when creating social media posts, email content, and webpages:**

- Keep it short and simple
- Always include a call to action
- Photos, videos and graphics should add value or meaning to the post and be culturally appropriate
- Most importantly: Tell a story and make it personal

**Before pushing out any digital content, make sure these questions can be answered:**

- What is the goal I am trying to achieve?
- Does this content help me get there?
- Who am I talking to? Does this message appeal to my audience?

Most importantly, be sure to evaluate content for errors in research, data, statistics, language, cultural congruence, diversity in images, and video before posting.



## COMMUNITY MANAGEMENT

Here are some tips on how to handle comments on social media pages:

### 1. Answer genuine questions in a timely manner.

Many commenters may simply be unfamiliar with the facts, or the impact that the Census will have on California's residents. If there is not a sense that someone is trying to stir the pot, engage with them and provide information based on personal expertise.

### 2. Reward positive comments!

Tell commenters who are supportive of the work, or who enrich the conversation happening online by saying "Thank you – we think so too!" or engaging in a conversation with them to continue to spur positive feedback.

### 3. Don't "feed the trolls"

If someone is generally negative or disagrees with content, the best thing to do is to ignore them. It may be tempting to reply with facts, figures, or other proof points to support efforts, but more often than not engaging will only make things worse.

### 4. Send people in the right direction.

If anyone has questions about the Census that you do not have the answers to, please direct them to @cacensus or @cacompletecount on all social platforms. They can also be contacted at Social@census.ca.gov.

## ESTABLISHING COMMUNITY GUIDELINES

Partners may choose to establish and post standard practices for social media moderation in order to ensure a productive online conversation.

On Facebook, disclaimers can be posted to the About section of your page. On Twitter, partners may choose to tweet a shortened disclaimer with a link to the complete guidelines and pin that to their profiles. And on Instagram, the same shortened disclaimer can be posted to your Bio, with a link to the complete guidelines.

### **Sample Disclaimer: Twitter and Instagram**

Followers are encouraged to share thoughts and opinions on our page in a respectful manner. Comments from other users do not necessarily represent the views of [name of organization] and may be deleted or reported if they are in violation of [Twitter or Instagram] rules. [LINK]



### **Sample Disclaimer: Facebook**

Disclaimer: Posted comments and images do not necessarily represent the views of [name of organization]. External, non- [name of organization] links on this site do not constitute official endorsement on behalf of [name of organization]. While followers are encouraged to share thoughts and opinions on the [name of organization] Facebook page, it is expected that posted comments will be done in a respectful manner.

[Name of organization's] goal is to share ideas and information with as many individuals as possible and to accept the majority of comments made to [name of organization's] profile. Therefore, a comment may be deleted or reported, at [name of organization's] sole discretion, if it is in violation of Facebook's community guidelines or contains:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks
- Comments whose main purpose are to sell a product
- Comments that infringe on the rights of any third party, including intellectual property, privacy or public rights
- Spam comments, such as the same comment posted repeatedly on a profile

## **CONTENT AND DESIGN**

### **Sample Posts**

|               |   |
|---------------|---|
| <b>Post 1</b> | <b>Facebook</b><br>The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much money is allocated to roads and highways, emergency services, parks, and more!<br><a href="https://californiacensus.org/why-the-census-matters/">https://californiacensus.org/why-the-census-matters/</a><br><br><b>Twitter</b><br>The #2020Census will inform how billions of federal dollars |
|---------------|---|



reach our communities over the next 10 years. By filling out the Census, we can impact how much is allocated to our roads, emergency services, parks, and more!  
<https://californiacensus.org/why-the-census-matters/>

**Instagram**

The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much money is allocated to roads and highways, emergency services, parks, and more!

**Post 2**



**Facebook**

Many communities in California have been underrepresented or undercounted in past Censuses. That means they aren't getting their fair share of funding & representation. Let's ensure we will ALL be counted in the #2020Census!

**Twitter**

Many communities in California have been underrepresented or undercounted in past Censuses. That means they aren't getting their fair share of funding & representation. Let's ensure we will ALL be counted in the #2020Census!

**Instagram**

Many communities in California have been underrepresented or undercounted in past Censuses. That means they aren't getting their fair share of funding & representation. Let's ensure we will ALL be counted in the #2020Census!





|  |   |
|--|---|
|  | <p><a href="https://census-matters/">census-matters/</a></p> <p><b>Instagram</b><br/>An undercount on the #2020Census could impact our communities for decades to come. Do you live in one of California's hard-to- count zip codes? Visit the @CACensus website to learn more about your neighborhood.</p> |
|--|---|

### Recommended Hashtags

Hashtags are a useful way to tie your social media posts to the larger online conversation around the census – and it allows more people to see your posts than just your followers. Hashtags can be added to the post sentences, as you'll see in some of the samples above, or tacked onto the end of posts in a group.

Here are the hashtags being used by the California Census campaign:

- **#2020Census**
- **#CaliforniaForAll**
- **#CountMeIn**
- **#HagaseContar**
- **#ICount**



## APPENDIX E: TRADITIONAL MEDIA BEST PRACTICES

This section outlines best practices when interacting with traditional media, namely print, TV and radio outlets. It also provides templates partners can use for outreach to these outlets.

### DEVELOP KEY MESSAGES

To ensure consistency across all platforms, we encourage Census partners to draw from Census Key Talking Points to inform their materials (i.e. press releases, public service announcements, speeches, articles, locally produced PSAs, interviews with reporters, etc.)

### DEVELOP PRESS MATERIALS

In order to maximize coverage of Census reporting, partners should consider pitching Census related content to outlets. There are natural moments when outlets will cover the Census, such as Census Day, but the historic nature of the campaign means there will be opportunities to encourage media to cover the Census beyond those “set-piece” moments.

Press materials provide reporters with additional information about your work and your cause, and it helps them to write their articles or produce their segments. Some common and effective press materials include:

- Press releases
- Public Service Announcements (PSAs)
- Radio Live Reads
- Letters to the Editor (Op-eds)
- Matte Articles
- Media Advisories

### Press Release

A press release is a short (usually one to two page) description of your news or event and is designed to provide the media with high-level information – the who, what, where, when, why and how. Every new story must contain these elements, so it is crucial for your press release to contain the following elements.

A press release should also include the following key information:

- Your contact information
- A captivating headline



- Essential information about your issue or event (i.e. who, what, where, when, why and how)
- A quote from someone in your organization (typically from a senior member of your organization or other trusted spokesperson)
- Resources from local partners (this is not a necessity, but having information about the Census can be helpful for reporters)

### **Radio Live-Reads**

Radio live reads are another way to share information about the Census with your community. These short scripts can be shared with local DJs to read on air and can be customized to include information about local events or address local issues.

### **Letters to the Editors (Op-eds)**

Letters to the editor are letters that can be written by any reader of a publication in response to an issue that has been covered in the publication or is of interest to its readers. Letters to the editor provide a wide public forum that can be used to promote your message, both before and after your event. Newspapers are most likely to publish a letter to the editor if it addresses an article that has been recently published in the paper.

Op-ed is the abbreviation for “opposite the editorial” because the opinionated pieces are usually placed on the page opposite of the editorial page.

For both letters to the editor and op-eds, contact your local newspapers to find out about any word count limits or deadlines. Both letters to the editor and op-eds should be written and submitted in a timely manner, with guidelines strictly adhered to or else you run the risk of your message not being considered for inclusion. All letters must be signed and include an address.

### **Matte Articles**

Matte articles, also known as drop-in or ready-to-publish articles, repro-proofs, or camera-ready news, are an effective, cost-efficient way to spread information on the Census and share your success stories. A matte article is a type of news article that is written for direct insertion in community and weekly newspapers or online. Your matte article should focus on “soft” news and have longer shelf life than more time sensitive news releases.

Tips for creating effective matte articles:

- Limit articles to one page



- Offer solutions and/or calls to action
- Include a photo or graphic
- Localize the story with quotes or statistics
- Learn what format your publication prefers before submission

### **Media Advisories**

When planning an event, such as a press conference to recognize the Census, send a media advisory to local media 5 days before the event and again the day of the event to entice press attendance and coverage. The advisory should include basic event info (time, location, special guests, total attendance if a large event, and should not exceed one page. Also, consider using an RSVP on the media advisory so that you know who will be attending.

### **PREPARE FOR MEDIA OUTREACH**

Now that you have developed your press materials, it is time to identify which media contacts should receive them. This can be done in three steps:

- Compile media lists
- Establish and maintain relationships
- Provide trained spokespeople

### **Compile Media Lists**

Media lists help you organize local editors', reporters', and producers' names, outlets and contact information. Your media lists should also have information on topics covered, submission deadlines, conversation notes, and best ways to contact the specified person.

Developing media lists may require research if it is not something your organization already has. Check the websites of your local news outlets for their staff list or call local newsrooms.

Remember to look beyond traditional news media in your area. Examples of non-traditional media outlets include:

- Local parenting magazines
- Medical centers or clinic newsletters
- Supermarket or pharmacies handouts
- Faith-based organizations
- Public health journals
- Bilingual publications
- School or university student publications



## **Establish and Maintain Relationships**

Once you have your media lists, reach out to the reporter to present your organization as a resource on the Census.

Maintaining relationships with the media should be a priority. Here are a few tips on maintaining good relationships with the media:

- Be responsive and provide follow-up information as quickly as possible
- Be mindful of reporters' deadlines
- Offer background information when a related news story breaks
- When your story is covered, follow up and thank the reporter

## **Timing**

Timing is important. When sending out information prior to your event, do not send it too early, or it may be discarded. On the other hand, do not send the information late, so that it becomes old news. Consider whether a publication is issued daily, weekly, monthly, or quarterly.

## **Be Respectful and Prepared**

Be cognizant of the fact that reporters get numerous phone calls, emails, and requests every day. Do not take it personally if you do not head back in a timely manner.

## **Helpful tips when engaging media:**

- Your pitch can focus on events, new data, or a compelling personal story
- Provide accurate information in a timely manner to the right reporters
- Be prepared with information about the issue or event
- Be creative
- Thank reporters when they cover your story

## **TRAIN SPOKESPEOPLE**

### **Identifying a Spokesperson**

For many of the materials and activities mentioned throughout this guide, you will need to identify a spokesperson that will serve as the voice to deliver messages. A spokesperson should have a healthy balance of an engaging personality and technical expertise.

### **Preparing a Spokesperson**

Regardless of who serves as your media spokesperson or if they have done this before, this person should be prepared. Prior to an interview or press event, prepare your spokesperson by practicing questions and answers, reviewing key



messages, and giving background information on the journalists conducting the interview.

Preparing for interviews or speaking engagements should include:

- Reviewing key talking points
- Practicing any prepared remarks
- Practicing questions and answers
- Reviewing background information on the journalist, outlet or audience
- Practice staying on message

### **Follow Up**

During an event, you may receive questions for additional background information. Be sure to respond to reporters in a timely manner. It is also a good idea to thank reporters when they cover your story.



## APPENDIX F: MEDIA ADVISORY TEMPLATE

### Template Media Advisory

Below is a template media advisory that can be adapted by partners when announcing Census events to the media. Media advisories are designed to formally notify reporters of events that may be newsworthy. They should only be sent to reporters who have a natural geographic or thematic interest in the event. Advisories should be sent to reporters individually as early as possible, ideally five days before the event and again the day before the event.

**FOR PLANNING PURPOSES:** [DATE]

**MEDIA CONTACT:** [MEDIA CONTACT NAME + EMAIL / CELL]

\*MEDIA ADVISORY\*

### **[NAME OF ORGANIZATION] Steps Up 2020 Census Efforts**

*[Known person / org] to Lead Key Census Event in [LOCATION]*

**[LOCATION]** – On [DATE], [PARTICIPATING ORGS] will meet with local partners in [LOCATION] to coordinate a 2020 Census strategy.

This event is being coordinated as California's Census coalition steps up activities in the build-up to the most important count in the state's history.

[Known person / org] will attend and underscore the importance of a complete count in 2020.

The session of the 2020 Census Convening is open to the public and will bring together community leaders, advocates, and regional partners striving toward a complete count in California.

**WHO:** [LIST SIGNIFICANT ATTENDEES]?

**WHEN:** [DATE & TIME]. (Media should arrive by [TIME] for interviews); all media should RSVP at [EMAIL ADDRESS]

**WHERE:** [ADDRESS]



**DATA:** To see data on the hard-to-count populations in cities, Congressional, and Legislative districts in [COUNTY], please visit:  
<https://Census.ca.gov/htcfactsheets/>

Leading characteristics in [COUNTY / CITY]'s hard-to-count Census tracts:

- [FACTORS i.e. Non-family households, etc]

Leading characteristics in [COUNTY / CITY]'s hard-to-count Census tracts:

- [factors i.e. Below 150 percent of poverty level]

[MORE DETAILS ABOUT THE EVENT IF APPLICABLE]

### **About the Census 2020**

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses. California leaders have invested \$187.2 million toward a statewide outreach and communication campaign. For more information, please go to [Census.ca.gov](https://Census.ca.gov).



## APPENDIX G: PRESS RELEASE TEMPLATE

### Template Press Release

Below is a template press release that can be adapted by partners to answer who, what, where, when, why and how of specific events or activity. It should also include a quote from the appropriate person in your organization.

**FOR IMMEDIATE RELEASE:** [DATE]

**MEDIA CONTACT:** [MEDIA CONTACT NAME + EMAIL / CELL]

### **[NAME OF ORGANIZATION] Holds [TYPE OF EVENT] as Part of the 2020 Census Campaign**

[CITY, State]—Today [NAME OF YOUR ORGANIZATION] is hosting a [TYPE OF EVENT], which is expected to involve more than [MINIMUM NUMBER OF EXPECTED PARTICIPANTS] from [NAME OF AREA]. Some of the activities planned for today include [ACTIVITY DESCRIPTION].

The California Complete Count – Census 2020 Office provides a valuable opportunity for our community to inform people about the upcoming Census. “[INCLUDE QUOTE FROM SPOKESPERSON]”

### **About the Census 2020**

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses. California leaders have invested \$187.2 million toward a statewide outreach and communication campaign. For more information, please go to [Census.ca.gov](https://www.census.gov).



## APPENDIX H: CHECKLIST FOR CONDUCTING A NEWS CONFERENCE

If properly used, a news conference can be a good way to provide media with information on 2020 Census events. Consider the following items when planning and executing your press conference:

### Plan Date, Time and Location

- Date and Time
  - Have you given the media as much advance time as possible?
  - Is it convenient for the people who will be speaking?
  - Is there another event going on that day that might conflict?
  - Make sure to schedule the news conference during the mid-morning or early afternoon (not at a time when a newscast would be happening)
  - Have you given the media as much advance time as possible?
- Is your event in a location that is easily accessible to the media? (Make sure you scout out the location to see if it will suit your needs – enough space, adequate furniture, etc.)

### Invite Media to Attend by Sending Out a Media Advisory

- Have you made sure the media advisory gives
  - the date, time, and location of the news conference,
  - the subject to be discussed,
  - names of the people who will be speaking or otherwise participating, and
  - names of contact people from whom they can RSVP, obtain advance (and follow-up) information
- Have you placed follow-up calls before the conference to remind reporters about the event?

### Prepare the Room

- Have you made sure your news conference site includes staging, chairs, a podium, and microphones, and checked to ensure all equipment is working properly?
- Do you need a mult box from an audio/visual company for broadcast reporters to plug into to obtain clear sound? Be aware that mult boxes may not be needed in areas with more advanced technology.
- Is your organization's name and/or logo visible (i.e. on the podium, on a banner behind the podium, etc.)?



- Do you have a backup plan?
- Is there an area for separate interviews after the press conference or somewhere b-roll can be shot?

### **Provide Media Materials**

- Have you prepared media kits including news releases, speaker names and bios, fact sheets, or other materials to be distributed on the day of the event?
- Have you planned a process to distribute the media kits?

### **Be Prepared**

- Have the main spokespeople rehearsed their prepared remarks/key messages developed for the event, and are they ready to answer questions? Do you have a backup spokesperson?
- Have you made sure your spokespeople know what the most important information is and how to stay focused, even if asked questions that concern other issues?
- Have you developed answers to potentially controversial questions that may be asked?
- Have you discussed in advance which key points will be made by each spokesperson?
- Have you designated a moderator in advance of the news conference to keep the conference on schedule, established ground rules, and fielded reporters' questions?
- Have you set a clear end time for the news conference?
- Have you made a Spanish or other appropriate language spokesperson available at the news conference and have you referenced that in your media materials?
- Have you done a media scan the day of the news conference to see if there is anything in the news that might come up?

### **Be Thorough**

- Have you made sure all questions are answered during the news conference? If a spokesperson does not know the answer to a question, make sure a member of the team finds the answer after the news conference and makes it available to the reporter as soon as possible. If possible, allow spokespeople to be available one-on-one with reporters following the conference to answer questions. Have you designated someone to ask questions during the news



- conference that reporters may not raise?
- Have you designated someone to ask questions during the news conference that reporters may not raise?

### **Monitor Attendance and Follow Up**

- Have you asked reporters to sign in? This will provide a list of who attended and who did not attend.
- For key media personnel who were not able to attend, have you offered them a phone interview with the spokespersons or sent them a media kit?



## APPENDIX I: SPEECHWRITING TIP SHEET

If you are conducting Census activities, there is a good chance that someone from your department will deliver your messages through a short speech or presentation. A detailed outline can provide the framework for an organized and compelling speech. The outline should include the topic, purpose, and audience, as well as three main ideas that support the topic and purpose.

A good length for the average speech is 10 to 15 minutes. If you need more time to make your point, do not be afraid to take it. Because your audience cannot go back and review confusing parts of your speech, it is important for you to deliver a clear, organized presentation and repeat your central points. Below is a general speech outline that you can tailor to the needs of your audience.

- I. **Introduction** – Tell them what you are going to tell them. This should take 1 to 3 minutes.
  - Grab your audience's attention
  - State your topic and purpose
  - Preview your speech
- II. **Body** – Tell them. Illustrate the points that support your theme. This should take 7 to 10 minutes.
  - State first main idea
  - State second main idea
  - State third main idea
- III. **Conclusion** – Tell them what you told them. This should take 1 to 2 minutes.
  - Restate your main ideas
  - Add a memorable conclusion

After your first draft of the presentation, go back and revise, reword, and rearrange your ideas, as necessary. Refer back to your outline to make sure that items are parallel and logical. Make sure you have sufficient support for each of the statements you have included.



## Dos and Don'ts of Speechwriting

### Do:

- Find out everything you can about the group you are speaking to, the venue, and the event.
- Ask how much time you have to give your speech.
- Ensure they have what you need for visual aids—overhead projector, LCD projector, etc.
- Prepare an outline of your speech before you start to write it.
- Deliver your speech to someone before the event to practice.
- Give facts and figures with references to back them up.
- Have a clear objective in giving the speech (what you want the audience to know and take away from the speech).
- Concentrate on your main message.
- Visualize yourself giving the speech.

### Don't:

- Use humor unless you are positive about what the reaction will be.
- Assume the audience knows all of the background information about your topic.
- Use jargon or confusing phrases.
- Exaggerate, stretch the truth, or lie.
- Say more than you need to.
- Rely too much on visual aids to tell your message.
- Talk down to the audience.
- Use the same speech for every venue.



## APPENDIX J: PUBLIC SPEAKING TIP SHEET

The best speakers are those who are engaging. Before you choose your speakers, consider your audience. What messenger will they best respond to? No matter whom you choose, the speaker needs to convey expertise, experience, interest, and commitment to the importance of the census. These tips can help you prepare your spokespeople to present a confident and compelling speech.

**Content:** Share information about yourself up front. This personalizes you to the audience and makes listeners feel that they can relate to you. This also is the opportunity to share your own experiences with infant immunization initiatives.

**Eye Contact:** The only way you will know if your audience is getting the message is through eye contact. Look for eyes and heads nodding with you.

**Facial Expression:** Your facial expressions can tell the story of how much you care about the issues you are talking about. Allow your passion for the issue to show.

**Gestures:** Some of what people retain from speeches is through body language. Gestures reinforce and highlight your story and give you energy in your delivery. There is positive and negative body language. Don't hunch over, cross your arms or look away from the audience.

**Voice:** Try not to speak in a monotone. Avoid "language helpers" such as "ums," "ahs," and "you knows." Never try to camouflage a regional dialect. All you have to do is tell people where you are from and they will expect you to sound the way you do.

**Pause/Silence:** There are four good times to pause: when you move from one subject to another, when you want the message to sink in, when you want or need to collect your thoughts, and when you receive laughter or applause.

**Avoid Distractions:** Do not fiddle with your hair, shuffle your feet, sway back and forth, jingle change in your pockets, play with your eyeglasses, or otherwise do something that will take away from what you are saying.

**Practice:** Practice, practice, practice. If possible, spend time alone just prior to your speech; take some deep breaths and think about your central theme.



**Being Nervous is Normal:** Try and “reframe” your fear into excitement and enthusiasm. Remember that you are the expert and people have come to hear you talk about what you know.

**Is your presentation culturally competent?**

- Consult with people from the community about customs and taboos in speaking and presenting. Do not assume anything about practices and customs. Is it acceptable to look a person in the eye when they are speaking? Is it considered rude to shake hands before someone else introduces you?
- Consider asking someone from that community who can effectively deliver your message to co-present or conduct the entire presentation.
- Think about your message. Is it crafted in a way that is relevant (and not offensive or condescending) to your audience?
- Be open to suggestions and be willing to adapt and modify your message and presentation style to your audience.

**If you have to use an interpreter, keep these points in mind.**

- Notice the pace and manner of the interpreter. Practice with the individual if possible. Try to adjust your speech to that pace.
- Talk directly to the audience and not the interpreter. Give the presentation as if they speak your language and try to connect with them.
- Do not use clichés or jargon that might confuse the interpreter or may not be translatable.
- Jokes are seldom funny when translated, and they may be culturally offensive.
- Give the interpreter as much information ahead of time as possible. If you have a copy of the speech, share it even if you know you won't follow it to the letter.
- If you want to put in a few words or phrases in the audience's language, make sure you can pronounce them properly, that you are saying what you mean to say, and that the interpreter knows what you are trying to say beforehand



## APPENDIX K: PUBLIC SERVICE ANNOUNCEMENT TIP SHEET

Public service announcements (PSAs) offer you the opportunity to promote the 2020 Census activities to the general public for free.

### **Motivating Public Service Directors and Producers**

Most TV/radio stations have public service directors who decide which PSAs will air. The following tips will help you get your PSAs placed on radio stations.

#### **Know Who is in Charge**

Radio station public service directors may have various titles. Call the station and ask whom you should contact about placing your PSAs.

#### **Approach Radio Stations that use PSAs**

Not all radio stations use PSAs. Do your homework, listen to the radio stations in your community and approach those stations that already air PSAs. If you live in a large metropolitan area, it might be challenging to get your PSAs placed on the most popular radio stations. Ask if there are other ways to get your Census promotion message out to the community. Remember to think of minority and low-band radio stations as well.

#### **Write a letter/Email of Introduction**

Once you have determined whom to contact, send a letter/email of introduction that includes the following information:

- Who you are and what your organization has to offer (this serves as a reminder so that if the station needs something about your subjects, they can remember you)
- Your success stories and how they have made an impact on your community
- Your plans for supporting Census efforts
- A call-to-action—ask the radio station to support your activities by running PSAs. You might also see if they would want to interview one of your experts during a news program.

#### **Meet Face-to-Face**

Follow up your letter/email by scheduling meetings with the public service directors at the radio stations where you want your PSAs to air. It generally takes a few weeks for radio stations to put PSAs on the air, so you should



schedule your meetings well in advance of your events. Then, ask the radio station to run your PSAs before the event.

### **Say Thank You**

Follow up your visits and meetings with thank you notes. Acknowledge radio stations once they use the PSAs. Send thank you notes and let them know how thankful you are that they were able to help raise awareness about the importance of the Census. If they are willing, you could mention or tag the outlet on your social media channels.

### **Seek a Media Partnership**

Often the media, including TV and radio stations, newspapers, and magazines, will sponsor community events. When they do, they actively promote the event by giving PSAs premium placement and even producing PSAs. If a media outlet does agree to a sponsorship, they usually ask that the organization co-brand the event. There is one downside to a media-sponsored event—competing media will not use your PSAs. This downside could be far outweighed by the benefits of gaining premium PSA placement and visibility with the media outlet with which you form the partnership. Weigh your options and assess whether a media partnership makes sense for your event or organization.

### **Reach Diverse Audiences with PSAs**

Media serving diverse communities offer an outstanding opportunity for PSA placement, especially if you offer in-language PSAs. The key to placement in ethnic and specialized media is to make all communications meet the needs of that outlet's target audiences.



## APPENDIX L: HOW TO RUN YOUR OWN DATA

The California Hard-to-Count Interactive map shows California Census tracts and block groups shaded by their California Hard-to-Count Index. Census tracts and block groups with higher CA-HTC indexes likely will pose significant challenges to enumerate in 2020.

### How to use the map:

1. Go to [www.Census.ca.gov](http://www.Census.ca.gov)
2. Click on "Interactive CA Hard-to-Count Map," which will take you to <https://goo.gl/JGYi4j>

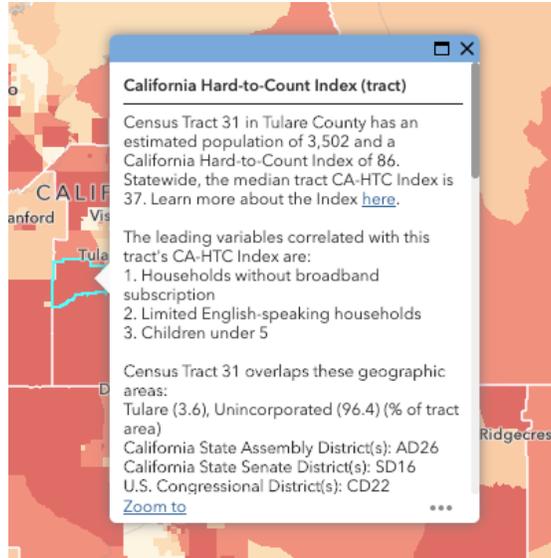
### California's Hard-to-Count Interactive Map

The California Census Office has created this interactive map to view California census tracts and block groups.

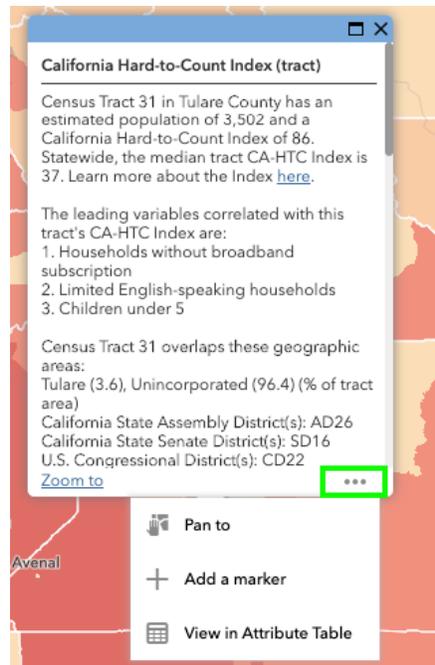
[Click here to start using the map.](#)



3. Click on a tract or block group to learn more information.
  - a. A box opens up with information on that Census tract or block group.



- b. Open the data attribute table by clicking on the three dots in the popup box's bottom-right corner. (You can also open the table by clicking on the arrow at the bottom of the screen)



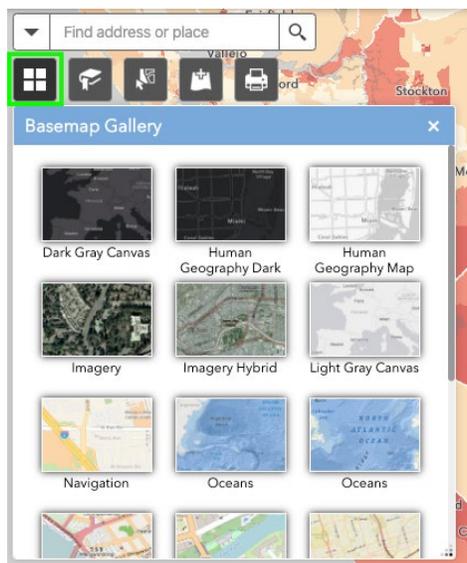
4. Organize the data through various filters and settings – Widgets in the map's upper-left corner:



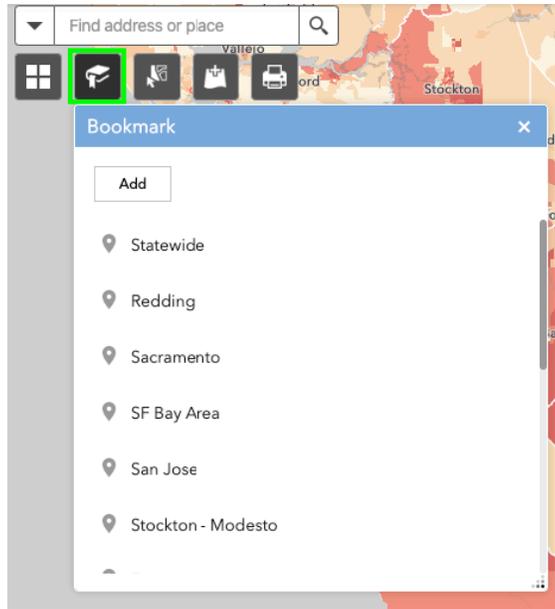
a. Search bar – search by county or address.



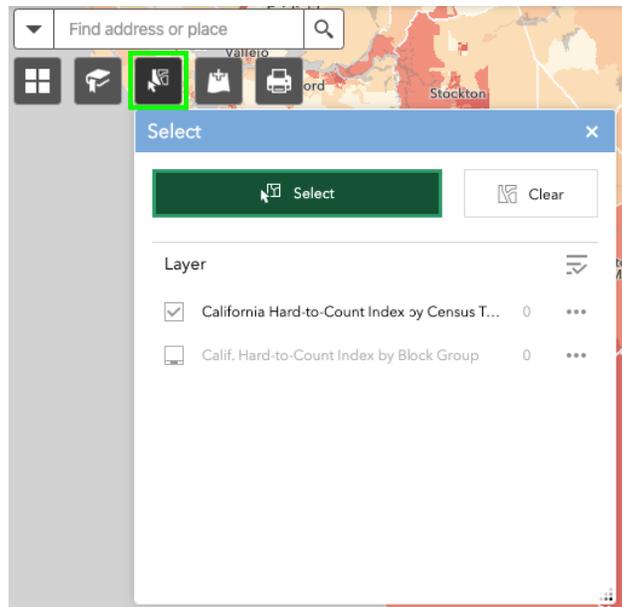
b. Basemap Gallery – choose between different basemaps, such as imagery or StreetMap.



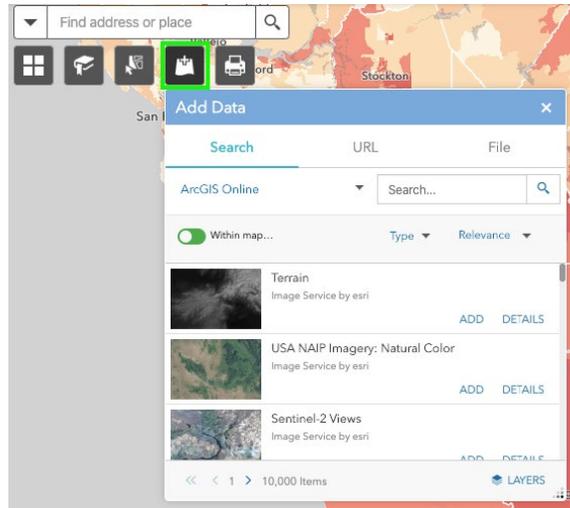
c. Bookmark – select a city to zoom to specific parts of the state



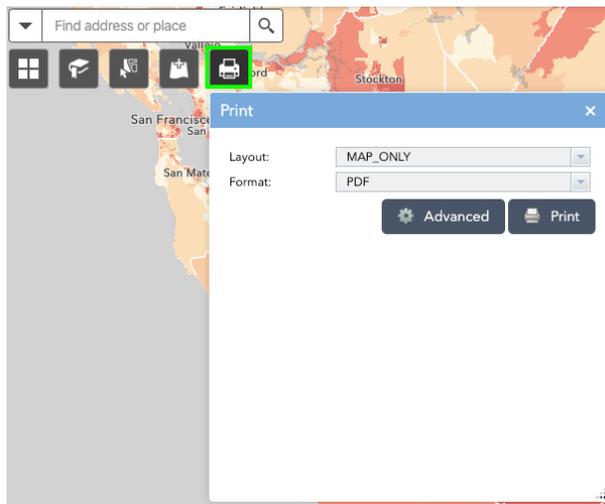
d. Draw – draw a circle or other shape in an area of focus



e. Add Data – upload data in .shp or another file format.



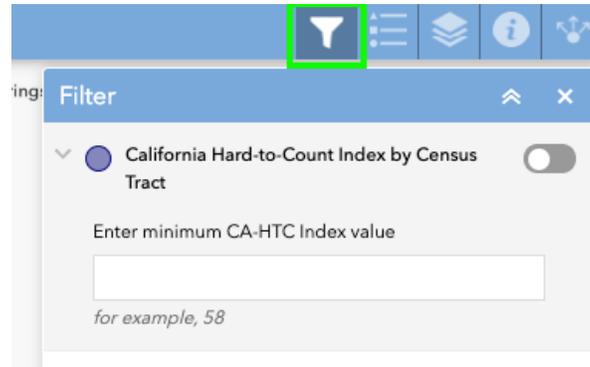
f. Print – export a .pdf of the view to save and/or print



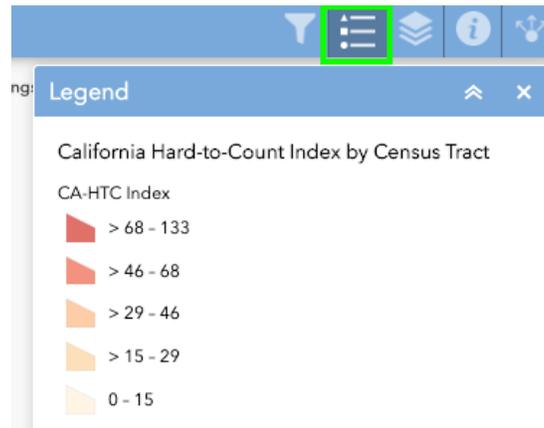
**Widgets in the map's upper-right corner:**



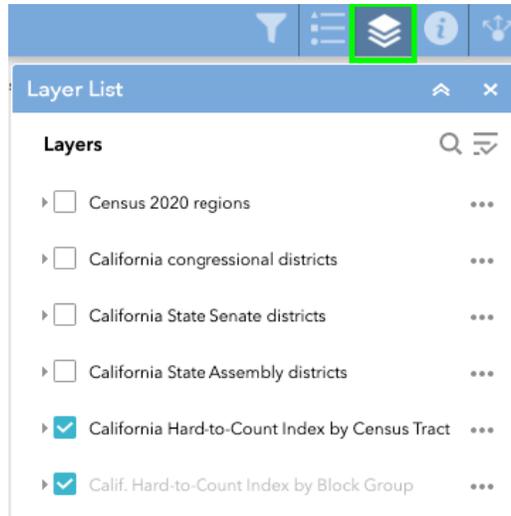
- Filter tool – identify Census tracts or block groups with HTC indexes above a certain value. Use the filter in the attribute table to further refine a selection.



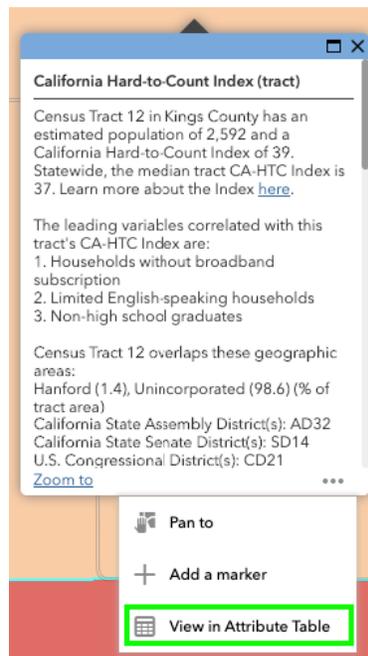
- Legend button – see the ranges of CA-HTC Index classes



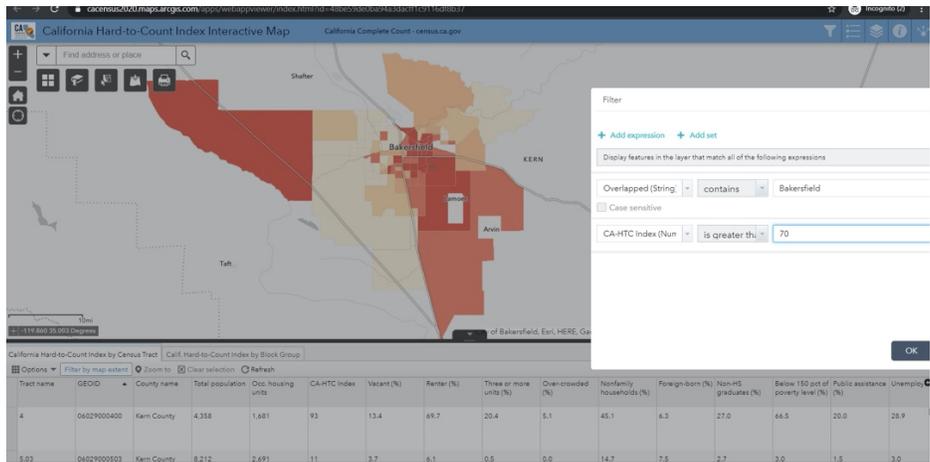
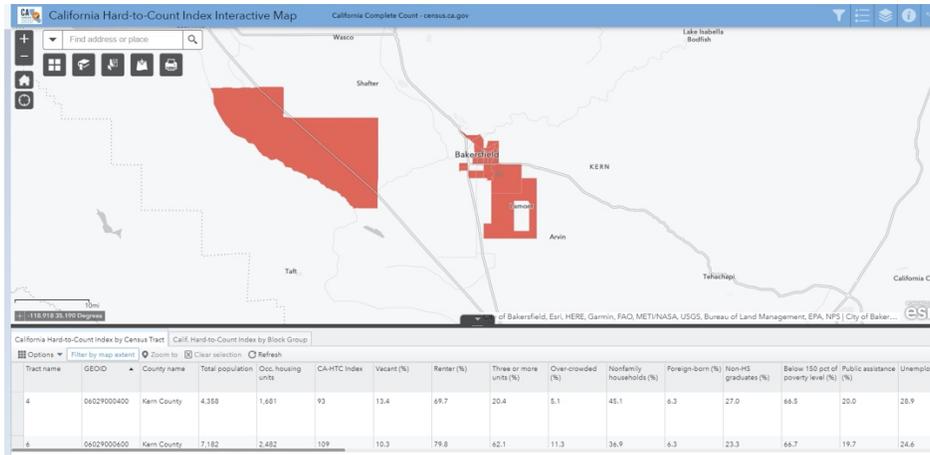
- Layer list
  - a. Congressional districts
  - b. State Senate districts
  - c. State Assembly districts
  - d. CA HTC Index tract level
  - e. CA HTC Index block group level



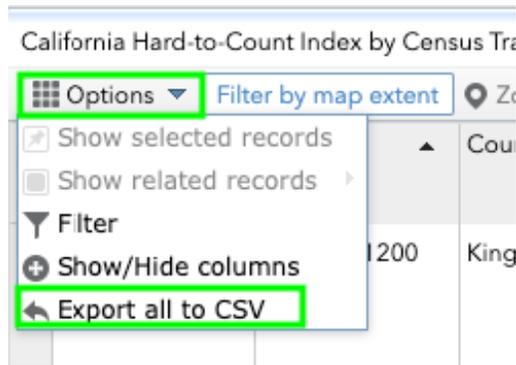
- Want to download a slice of data?
  - Go to the attribute table and zoom into a desired area on the map



- Click on “options” and create a filter expression



o Then click "export all to CSV."



Need information not shown here? Go to the U.S. Census Bureau American Fact-Finder site <https://factfinder.Census.gov/>.



## APPENDIX M: SwORD FAQ

### **Why should we use SwORD?**

A key finding from California's Census 2010 effort was a need for greater coordination and information-sharing between the State and other outreach and messaging partners. In response, the Census Office has initiated the Statewide Outreach and Rapid Deployment (SwORD) mapping portal that will be a major part of the Census Office's efforts to increase participation by enabling the sharing of information between the State and its many local government and strategic partners. It will support collaboration and coordination on outreach as well as serving as the primary source of a wide range of state resources and assets, including maps and data on hard-to-count communities.

### **Why is SwORD important?**

Your participation is key to ensuring that the Census Office has all relevant data and information for planning and decision-making to ensure that California is counted. SwORD will also play a role to track and ensure accountability, as the Census Office will require that contracted partners use the platform to develop their State-funded outreach plans and reports.

### **Who pays for SwORD?**

The Census Office entered into a contract with ESRI, a GIS mapping and spatial data analytics company, to host and help build SwORD. The Census Office will authorize logins for those Census partners who need the data to support decision-making for Census outreach planning, resource allocation, and researching how to reach hard-to-count populations in their area of focus. Ultimately, SwORD will include Census 2020 response rates to allow the Census Office and Census partners to monitor and focus activities during the critical outreach period to achieve a complete count.

### **Who maintains SwORD?**

The Census Office is responsible for all development, implementation, and maintenance activities for SwORD.

### **Do I have to use SwORD?**

Contracted Census partners are required to use SwORD as a condition of funding.



## **TECHNICAL / PRODUCT USE**

### **How is SwORD different from ArcGIS Online (AGOL)?**

SwORD is based on the ArcGIS Online (AGOL) Hub product. It has been specifically configured and customized to meet the needs of the California Census 2020 project and User Group. If you are new to GIS and AGOL, the SwORD core features should provide all of the functionality you require to quickly get started making maps and planning activities. If you already have an AGOL account, you can share data with your SwORD user account.

### **How do I use SwORD for my planning?**

You can use web mapping applications, feature layers and other data focused on specific hard-to-count subjects in SwORD to learn more about your outreach area. For example, you can open a web mapping application showing the California Hard-to-Count Index and then add your own data uploaded from your computer or adding data from My Content in SwORD. Users can also add open-government content such as city boundaries to further assist in planning outreach. This information will help you decide what activities to perform in which location (e.g. specifically targeted activities based on the HTC index score, language information, and so on.) In addition, the draw tool allows you to click and drag lines or type onto your map to denote areas of focus, CBO responsibility, or other criteria. Maps can be saved, shared and printed.

### **What additional features are planned for SwORD?**

SwORD will soon be able to display a summary of outreach activity at the county and region level. During Census 2020, SwORD will include daily response rate data from the U.S. Census Bureau. SwORD will be regularly updated with bug fixes, new layers, and other improvements. The SwORD team is always looking to hear from you. The best way to report feedback and suggest features is by creating a support ticket [here](#). Please select "SwORD Feedback and Feature Suggestion" from the Help Topic menu.

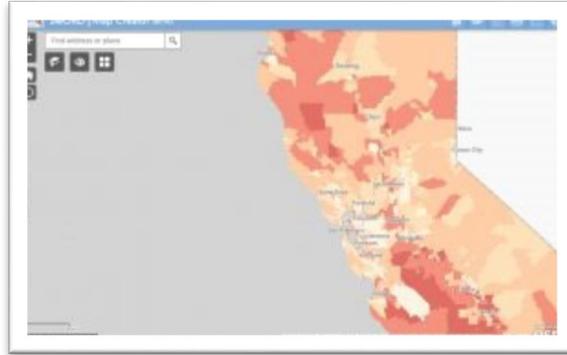
### **How do I report outreach activity in SwORD?**

Users will be able to report outreach activity through a variety of means: the Census PDI app for canvassing, phone-banking and other activities; a SwORD web form; text messaging; and an Excel bulk-upload template. In addition, an API is available for other users to connect to the state database that feeds into SwORD. All of the options are further explained [here](#).

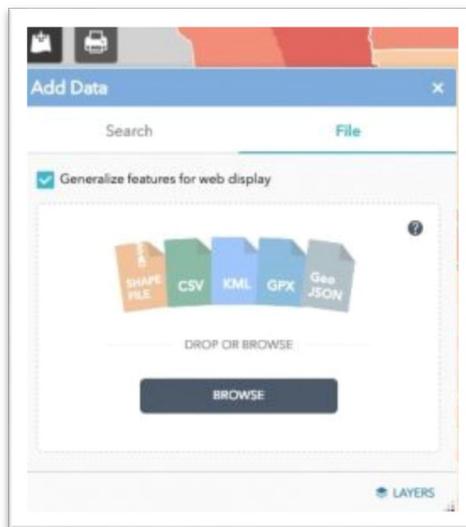


### **How can I bring other data into SwORD or use my own layers?**

In any of the ready-made web mapping applications (“California Hard-to-Count Index”, “Renter-Occupied Housing,” “Limited-English Residents,” etc.) users can add their own data via the “add data” widget in the tool bar. Those maps can be printed but not saved:



Here, you will be able to search for an existing data set, or select the “File” tab below to upload a local file:



### **Is my data secure in SwORD? Where is it hosted?**

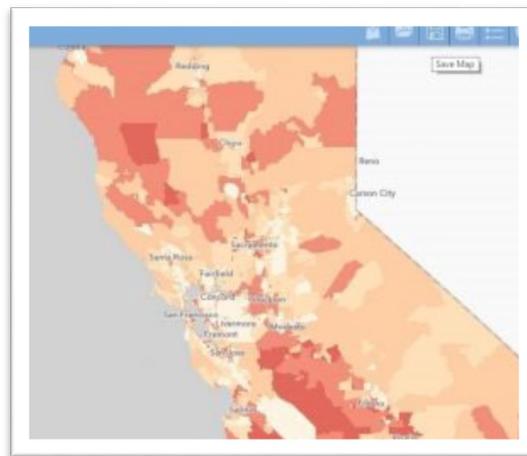
SwORD uses ArcGIS which is hosted on Amazon Web Services and is FedRAMP Tailored Low Component. For more information, please see Esri’s Cloud Security website.



### **How can I save the maps that I make?**

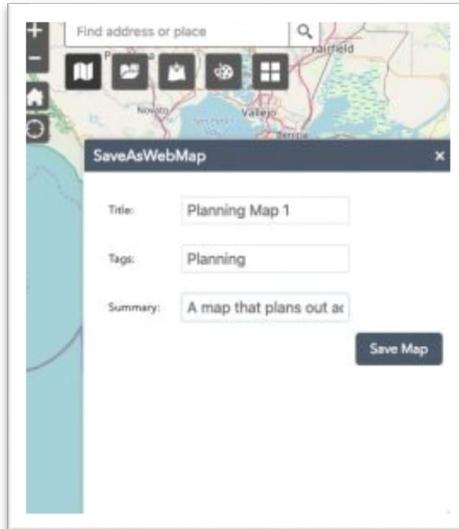
SwORD features two options to make maps that can be saved. Map Creator allows users with minimal GIS or data experience to make simple and focused maps and save them to their account. ArcGIS Smart Mapping allows more experienced users to make maps in ArcGIS Online.

In Map Creator, click on the disk “Save Map” icon.



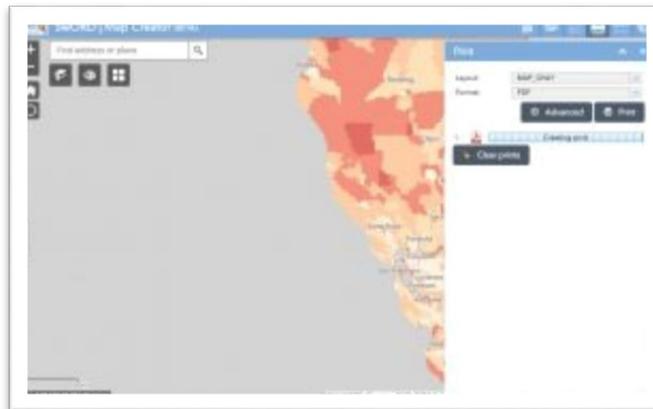
To add data to “My Content” in your SwORD user account, where it will be available for all your mapping projects, import it into ArcGIS Online via SwORD’s ArcGIS Smart Mapping tool or file a SwORD support ticket. In addition, as referenced above, users with existing AGOL accounts can share data with their SwORD account.

SwORD includes a feature to save maps to your account and reload them the next time you log in. To do this within SwORD, first click on the Map Icon (right) You will then be prompted to give the map a title, assign any tags (to assist with searching) and write a brief summary that explains what the map shows. Maps can be re-opened by clicking on the folder icon.



### **Can I export / print the maps that I make?**

Yes, all maps can be printed and exported as .pdfs. In the Map Creator, press the Print button:



### **Support**

If you are noticing technical difficulties with SwORD, have an issue logging in, forgot your password or need to contact the SwORD team, please create a support ticket [here](#).